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PTO/SB/81 (02-01)

Approved for use through 10/31/2002. OMB 0651-0035

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POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	09/675,958
Filing Date	9/29/2000
First Named Inventor	Kusumoto
Title	System and Method for Consumer-Selected Advertising and Branding in Interactive Media
Group Art Unit	2161
Examiner Name	n/a
Attorney Docket Number	13376.0001 (B)

I hereby appoint:

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☒ Practitioner(s) named below:

Name	Registration Number
Ronald Abramson	34,762
Peter A. Sullivan	38,327
Douglas D. Zhang	37,985

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Individual Name

Hughes Hubbard & Reed LLP

Address

One Battery Park Plaza

Address

City

New York

State

NY

Zip

10004-1482

Country

USA

Telephone

(212) 837-6000

Fax

(212) 422-4726

I am the:

☒ Applicant/Inventor.

☐ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name

Laura Lee Kusumoto

Signature

Laura J. Kusumoto

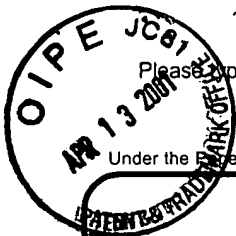
Date

March 30, 2001

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

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Name

Earl David Sacerdoti

Signature

Earl David Sacerdoti

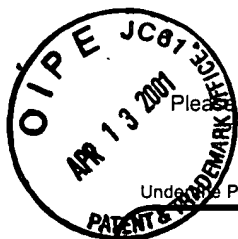
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Name

Leila Janine Sigler

Signature

Date

3/30/01

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Name

Sonya Lee Sigler

Signature

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